

## DESCRIPTION OF REQUESTED SIGN VARIANCE

### **Cite the specific section of Sign Ordinance from which a variance is needed:**

Ordinance 06-10-109, Page 16

Monument (Individual) Sign (MISD - 1) Article (C) Manner item #6A

This article states the following:

(6)(a) Variable message monument signs shall only be permitted along major thoroughfare or greater as designated in the city's Thoroughfare plan, as it currently exists or may be amended.

### **Describe the variance (attach additional sheet if necessary):**

Frisco ISD is requesting that digital marquee signage be allowed at Lamar and Norma Hunt Middle School even though it is not located along a major thoroughfare.

Three things that are very critical to Frisco ISD are:

1. Communication with parents and students
2. Safety and security of the students
3. District facility equity across the district.

FISD contains students and facilities in 3 other cities other than the city of Frisco. In the cities of Little Elm, McKinney and Plano the proposed digital marquee signage is allowed as described in these cities signage ordinances.

**In order to approve a request for a variance, the Planning & Zoning Commission must determine that the request meets three (3) of the following four (4) criteria. Please describe how the requested variance meets the following criteria.**

#### **1. The proposed sign shall not adversely impact the adjacent property (visibility, size, etc.)**

The size, shape and configuration of the proposed digital marquee signage conforms to current City of Frisco signage ordinance requirements.

#### **2. The proposed sign shall be of a unique design or configuration.**

The proposed signage is a unique design. The digital format is new technology for the district and allows the district staff to more effectively and efficiently communicate with the parents and community members located around these facilities.

#### **3. The special exception is needed due to restricted area, shape, topography, or physical features that are unique to the property on which the proposed sign would be erected.**

FISD is requesting a special exception to allow digital marquee signage to be installed due to the following:

- a. Efficient communication with parents and staff
- b. Equity among school district facilities to allow each school the same opportunity for amenities at each school
- c. Reduction of staff and student potential to injury (manual marquee signs have a large protective door which must be opened and closed when the signage is changed, thus creating a potential risk for injury for the staff which will be changing the letters)

- d. Reduction of time (The digital marquee signage can have its message changed in a matter of seconds in the event of potential security or other hazards. A manual marquee sign would take much longer to communicate important messages to the community)
- e. The city has stated that the ordinance was written due to traffic around schools and the conflict of students, cars, and traffic around the schools while parents are also driving around the school and attempting to read the signage. Due to school zones located around all FISD properties at the time of the highest concentration of people and cars at the sites, the maximum travel for vehicles is 20 mph
- f. FISD would like the opportunity to communicate with their parents at all schools no matter what city they are located. Little Elm, McKinney and Plano allow this type of signage no matter where the school is located
- g. FISD security department has endorsed this type of signage as a more effective way to communicate with the public more efficiently and in case of emergencies quicker.

**4. The special exception will substantially improve the public convenience and welfare and does not violate the intent of the Sign Ordinance.**

- a. Allowing this variance request will improve public safety and convenience by allowing the school staff to update the marquee signage in minutes in order to communicate important information more efficiently. This is endorsed by FISD staff, administration, the school board and FISD security department.
- b. The digital signage is not any larger nor does it impact the school site or adjacent neighborhood any more than the manual signage. Digital signage allows the schools to become more efficient in their communication of information in a more up to date technological way.
- c. The intent of the signage ordinance is to limit these types of signage to the larger roads within the city so that drivers are not distracted on the smaller roadways by reading signage. Around all FISD schools there are school zones limiting the speed of traffic in the morning and afternoon pick up times when traffic is highest.



**FRISCO INDEPENDENT SCHOOL DISTRICT**

**Sam Carter Service Center**

23 March 2009

Mr. Scott Ingalls  
Zoning and Subdivision Administrator  
City of Frisco  
6101 Frisco Square Blvd.  
Frisco, Texas 75034

Rick Reedy, Ed.D.  
*Superintendent of Schools*

Richard Wilkinson  
*Assistant Superintendent for  
Facilities and Finance*

Cecil Cypert  
*Director of Construction Services*

Blake Vaughn  
*Director of Maintenance*

**Re: Digital Marquee Signage  
Signage Ordinance Variance Request**

Dear Mr. Ingalls:

The Frisco Independent School District is requesting that a variance be approved to the current city of Frisco signage ordinance to allow FISD to install digital marquee signage at the Lamar and Norma Hunt Middle School.

We are requesting this variance for:

1. Improved communication with our parents and community
2. Ability to communicate more information
3. Ability to more efficiently communicate emergency information, as endorsed by our security department
4. Ability to equip all of our schools in an equitable manner no matter in which city our school is located

We look forward to your review of this request and the pending presentation to the Planning and Zoning Commission.

Please let us know if you have any questions, comments or concerns

Sincerely,

Cecil Cypert  
Director of Construction  
Frisco Independent School District

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Frisco, Texas 75035

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# CORGAN schools

16 March 2009

Mr. Scott Ingalls  
Zoning and Subdivision Administrator  
City of Frisco  
6101 Frisco Square Blvd.  
Frisco, Texas 75034

Re: Digital Marquee Signage  
Signage Ordinance Variance Request

Dear Mr. Ingalls:

We are representing Frisco ISD in a request for a variance of the city of Frisco signage ordinance.

The school district is requesting the opportunity to install a digital marquee sign at the Lamar and Norma Hunt Middle School.

FISD currently has digital marquee signage at all existing school campuses as of Summer 2008. The school board has seen the proven value of improved communication with their parents, eliminate the potential "letter rearranging" graffiti at these signs and allow for an efficient change out of information communicated to the public.

## C O R G A N

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ARCHITECTURE

INTERIOR DESIGN

DIGITAL VISUALIZATION

The current city of Frisco signage ordinance only allows this type of signage at schools located at major thoroughfares. FISD feels that it is important that all campuses maintain consistent information exchange with parents from campus to campus. FISD would like to be allowed to install a digital sign to the Lamar and Norma Hunt Middle School. This would enable consistency of their schools' signage throughout Frisco and neighboring cities that FISD serves including McKinney, Little Elm and Plano.

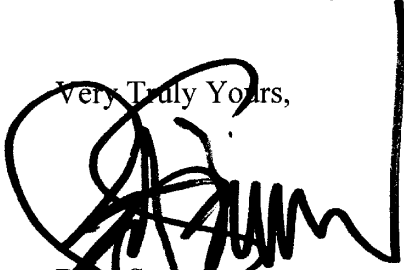
This variance is a request to install a digital sign at the Lamar and Norma Hunt Middle School. This request will:

1. Comply with all existing signage ordinance requirements related to location size and display change frequency.
2. The marquee will continue to have a brick surround

3. Fisd school zones require traffic at all schools to be under 20 MPH at the times of high traffic in the morning and afternoon reducing the potential for distracted drivers who could be reading these signs.

Please let us know if you have any questions, comments or concerns.

Very Truly Yours,



Brenda Summerville  
Associate  
Corgan Associates, Inc.